

Statement of Legal Action

City of Sedona Citizens Steering Committee for Sedona Community Plan Update Vultee Conference Room, Sedona City Hall, Sedona, AZ Tuesday, February 1, 2011 - 3:00 p.m.

1. Verification of Notice, Call to Order, and Roll Call.

Chairman Eaton called the meeting to order at 3:05 p.m.

Committee Members Present: Chairman James Eaton, Vice Chairman Jon Thompson and Committee Members Mike Bower, Angela LeFevre, Barbara Litrell, Elemer Magaziner, Gerhard Mayer, Judith Reddington, and John Sather. Alex Gillon and Gerhard Mayer were excused. Michael Steinhart resigned on Jan. 31.

Staff Present: Mike Raber and Kathy Levin

2. Discussion/consensus on Sedona Community planning process. (1 hour and 15 minutes)

Mike Raber:

- Goal is to get closure today on basic planning process.
- Reviewed components of planning process included with meeting materials.
- There will be “topical” outreach; special outreach to schools; perhaps special meetings with property owners. The outreach will be inclusive and in many venues.

Committee Discussion:

- Delete “all” under “Adopting Plan” on the Community Planning Process Concept diagram.
- There has been big outreach on the SR89A Turnback. How does it affect the Community Plan Update process and the Citizens Steering Committee?
- Mike Raber explained that the Citizens Steering Committee will begin outreach in March. The Council will make its decision on the Turnback issue on February 22. Recommends to just keep going; no gap is needed.
- Mike Raber stated that the first big meeting is probably two months out.
- Will we plan to break the schedule down into more detail?
- Mike Raber stated that we will select dates for quarterly newsletters, big meetings etc. Will organize along the lines of topics that will lead to a schedule.
- Mike Raber described the “boxes” on the planning process concept diagram as “process headings”.
- Speakers should be included in engagement activities.
- Another one-half of the diagram should be a detailed schedule.
- John Sather promotes a “Public Conversation” that includes the “Questions” and then create a four-step, bulleted sub-process.
- Jon Thompson asked if the planning process is our deliverable to the Planning and Zoning Commission.
- Mike Raber stated “yes” as an FYI with a caveat that a lot of detail is missing and it is a flexible process.
- Elemer Magaziner stated that he is starting to list deliverables and asked if this should be a function of a working team.
- Barbara Litrell stated that the diagram should be brought to Council for direction and affirmation.
- John Sather referred to his firm’s work in the first update and noted that the process + schedule + deliverables are in his chart from that effort and that we will need to have this kind of detail eventually.

- Elemer Magaziner noted that we need to label the input from the public by viewpoint (e.g. youth, seniors) to verify the accuracy of the data.
- Jon Thompson asked how that could be done and stated that we need to make people aware of the process and genuinely encourage their participation.
- John Sather said that in a public meeting, we can poll by a show of hands on issues by neighbors, kids thinking etc. so that different groups have an opportunity to provide their perspective.
- Judy Reddington asked where do the topics come from? And, how do you invite participation without topics?
- Mike Raber stated that they will be defined by the public. We will cover past planning efforts, "what do you like about Sedona? and as you build education, awareness, the discussion is not labeled "Open Space, or Housing, Transportation". At a later time, specific topics will be addressed.
- Mike Bower added that topics need to be discussed holistically to promote the inter-relationships.
- John Sather mentioned that you start out from the general to the specific. Must figure out the first three meeting agendas.
- Jim Eaton added that we need to hold out the promise to the public at the end of each meeting about the next meeting agenda.

MOTION: A motion was made to approve the proposed Community Planning Process Concept with the deletion of the word "all" under "Adopting Plan" on the diagram. Motion passed unanimously.

3. Discussion/status report on Public Participation and Engagement Procedures and staff working team. (35 minutes)

Mike Raber's remarks on Working Team meetings:

- Coordination Working Team: Talked about outreach, lot of discussion on commissions and that we might need to get information from commissions to the community. Team feels it's too soon for commissions to be providing their own outreach. Discussed whether commissions should bring their questions to the Citizens Steering Committee.
- Public Outreach Working Team: Committee member provided info on best days and time for community meetings; recommended no over-reliance on electronic media; and the value of a good speaker and refreshments.
- Information Working Team: It's critical that the Citizens Steering Committee is comfortable with the information that will be presented out to the community. A "community studio" where in-progress work such as maps and plans are on display is recommended.

Committee Discussion:

- John Sather stated that we need to start focusing on the first meeting or three types of things for a series of meetings. Newsletter is a good tool. Citizens can see what they have said and where we're headed next. Facts and studies can be included.
- Angela LeFevre mentioned the Chamber's use of Facebook (e.g. Bowl Game advertising) and the City's website needs to be 21st century. We should think about a "blog" on the city website for community input and make it inter-active.
- Elemer Magaziner noted that we need to know what to do with the information (whether it is a blog, Facebook etc) and how do we weight it?
- A "community studio" should convey through experiences and models what we are trying to accomplish and public meetings need to mirror the studio.
- A logo, theme, and image is needed for the Community Plan Update. Ditch the Cathedral Rock image on current materials as it is too over-used.
- John Sather used a banner in his firm's Scottsdale planning effort. With a distinguishable logo, the banner went to all the meetings and was used in all media.
- Barbara Litrell mentioned Sather's type of newsletter, Kudos and the Sedona Times could sell ads for our advertorials.
- Mike Bower suggested "100 Great Ideas" from Boulder, Colo.

No legal action was taken.

4. Discussion regarding future meeting dates and agenda items (10 minutes):

Tuesday, February 15, 2011 – 3:00 p.m.

Tuesday, March 1, 2011 – 3:00 p.m.

Mike Raber stated that future agenda items include Public Participation Procedures; discussion on coordination with other commissions and agencies; Citizens Steering Committee visioning exercise; the needs for the first public meeting and what do we need to have in place; a budget update; and Elemer Magaziner's Mind Mapping.

John Sather added that he'd like to include a "free-spirit discussion" or a five-minute "free think" at our meetings. Also, let's start making a list of possible speakers such as Dr. Lattie Coor, Michael Crow and Ted Danson.

The meeting ended at 4:47 p.m.

I certify that the above is a true and correct summary of the meeting of the Citizens Steering Committee held on February 1, 2011.

Kathy Levin, Associate Planner

Date